12 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

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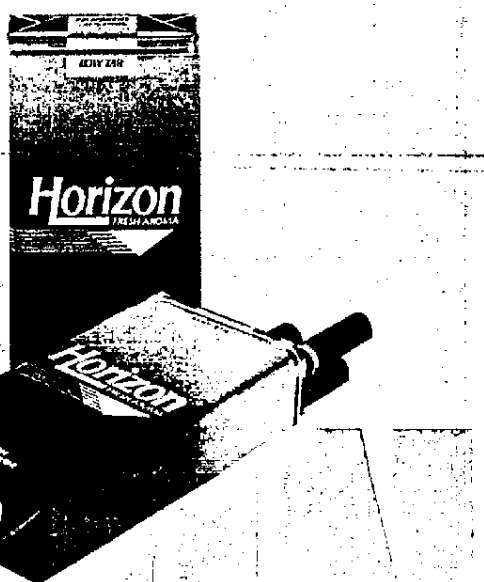
SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

AVAILABLE IN LIMITED AREAS.

You shouldn't have to break up the crowd.

"My non-smoking friends said Horizon didn't have an unpleasant cigarette smell. And, even for a light cigarette, it has the right taste." —Mary Ferrell
Atlanta, GA



The first cigarette that smells good.

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